

## CLAIMS

What is claimed is:

1. A method for producing and delivering media content, the method comprising:  
establishing a personal television channel;  
modifying media content to produce a media program; and  
associating said produced media program with said established personal television channel.
2. The method according to claim 1, further comprising acquiring metadata associated with said media content.
3. The method according to claim 2, wherein said acquired metadata is at least one of program metadata and primitive metadata.
4. The method according to claim 2, further comprising editing said acquired metadata associated with said media content.
5. The method according to claim 2, further comprising updating said acquired metadata associated with media content to reflect at least a portion of changes associated with said modifying.
6. The method according to claim 5, further comprising displaying at least a portion of said produced media program.
7. The method according to claim 1, wherein said modifying further comprises augmenting and editing said media content.

8. The method according to claim 1, further comprising determining whether a media program comprises said modified media content.

9. The method according to claim 8, further comprising if said media program comprises said modified media content, processing said media program based on metadata associated with said modified media content.

10. The method according to claim 1, further comprising synchronizing said modified media content for presentation in said personal television channel.

11. A machine-readable storage having stored thereon, a computer program having at least one code section for producing and media content, the at least one code section being executable by a machine for causing the machine to perform steps comprising:

- establishing a personal television channel;
- modifying media content to produce a media program; and
- associating said produced media program with said established personal television channel.

12. The machine-readable storage according to claim 11, further comprising code for acquiring metadata associated with said media content.

13. The machine-readable storage according to claim 12, wherein said acquired metadata is at least one of program metadata and primitive metadata.

14. The machine-readable storage according to claim 12, further comprising code for editing said acquired metadata associated with said media content.

15. The machine-readable storage according to claim 12, further comprising code for updating said acquired metadata associated with media content to reflect at least a portion of changes associated with said modifying.
16. The machine-readable storage according to claim 15, further comprising code that causes display of at least a portion of said produced media program.
17. The machine-readable storage according to claim 11, further comprising code for augmenting and editing said media content.
18. The machine-readable storage according to claim 11, further comprising code for determining whether a media program comprises said modified media content.
19. The machine-readable storage according to claim 18, further comprising code for processing said media program based on metadata associated with said modified media content, if said media program comprises said modified media content.
20. The machine-readable storage according to claim 11, further comprising code for synchronizing said modified media content for presentation in said personal television channel.
21. A system for producing and delivering media content, the system comprising:
- at least one processor for establishing a personal television channel;
  - said processor modifies media content to produce a media program; and
  - said processor associates said produced media program with said established personal television channel.
22. The system according to claim 21, wherein said processor acquires metadata associated with said media content.

23. The system according to claim 22, wherein said acquired metadata is at least one of program metadata and primitive metadata.

24. The system according to claim 22, wherein said processor controls editing of said acquired metadata associated with said media content.

25. The system according to claim 22, wherein said processor updates said acquired metadata associated with media content to reflect at least a portion of changes associated with said modifying.

26. The system according to claim 25, wherein said processor causes display of at least a portion of said produced media program.

27. The system according to claim 21, wherein said processor augments and edits said media content.

28. The system according to claim 21, wherein said processor determines whether a media program comprises said modified media content.

29. The system according to claim 28, wherein said processor processes said media program based on metadata associated with said modified media content, if said media program comprises said modified media content.

30. The system according to claim 21, wherein said processor synchronizes said modified media content for presentation in said personal television channel.

31. The system according to claim 21, wherein said at least one processor is at least one of a computer processor, a media exchange software processor, a media peripheral processor, a storage processor and a media exchange server processor.